

California

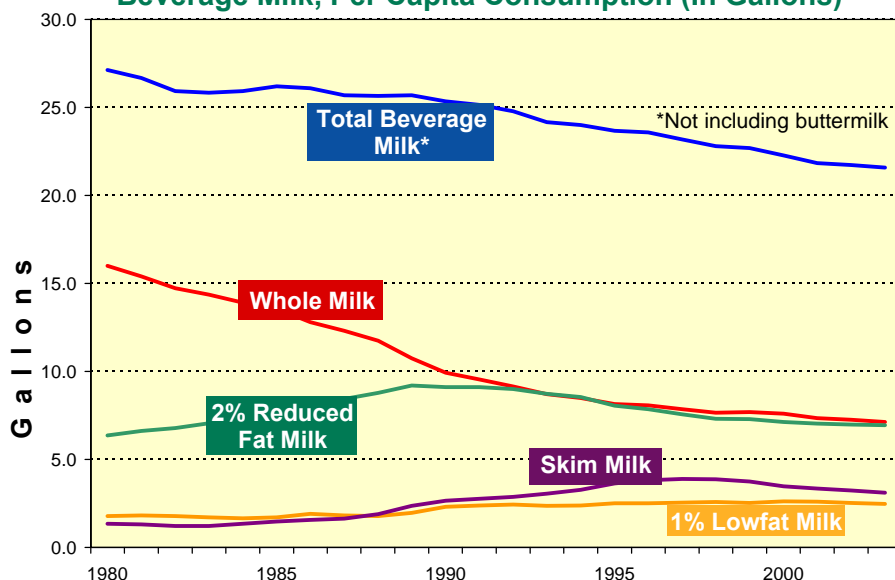
BULLETIN

Dairy Information

U.S. Dairy Product Per Capita Consumption, 1980-2003

What Dairy Products Are Consumers Buying?

Beverage Milk, Per Capita Consumption (In Gallons)



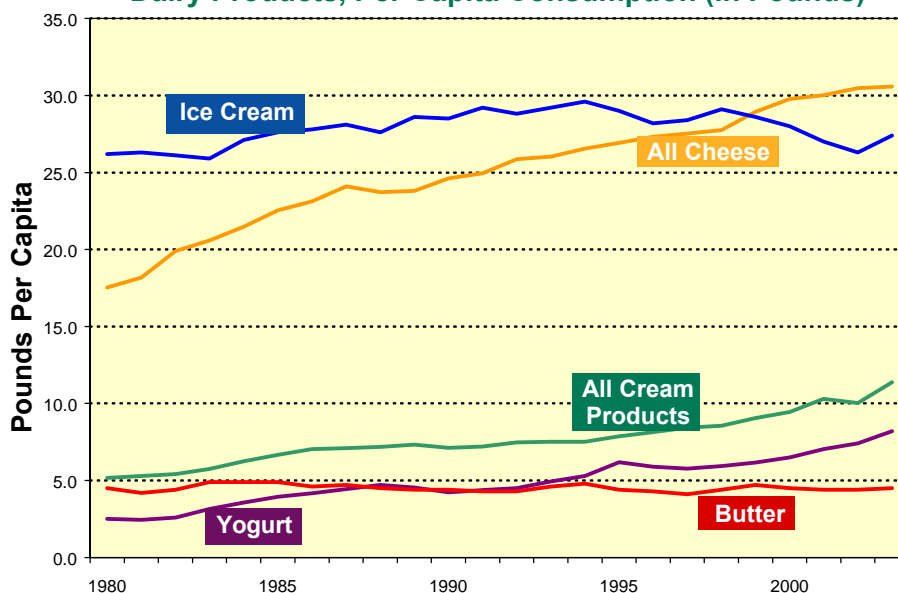
Trends for fluid milk. . .

- Per capita consumption of total fluid milk showed a continual downward trend.
- Lowfat milk and lowfat flavored milk were the only fluid milks posting any gains in per capita consumption during this period.
- Whole milk showed the largest per capita consumption decline, decreasing 64 percent since 1980.
- Overall, consumer consumption levels of fluid dairy products has steadily decreased.

Trends for manufactured dairy products. . .

- Since 1980, yogurt (up 227%), total cheese (up 75%), and all cream products (up 120%) have shown consistent increases in per capita consumption.
- The per capita consumption of butter showed relatively no gain, remaining at 1980 levels.
- Ice cream product consumption fluctuated slightly over time, but remains at 1980 levels.
- Overall, consumer consumption levels of cheese, cream, and yogurt products have steadily increased.

Dairy Products, Per Capita Consumption (In Pounds)



Data Source: Livestock, Dairy, and Poultry Outlook; USDA, Economic Research Service



DAIRY INFORMATION BULLETIN

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